

ANSWER FULFILLMENT-BASED MARKETING

Abstract of the Disclosure

An apparatus, program product, and method utilize the concept of answer fulfillment as a mechanism to direct advertisements to targeted individuals. In particular, electronic messages, typically accessed from one or more electronic message repositories representative of one or more electronic communities, are electronically analyzed to locate a message that incorporates a query directed to a particular topic of interest. Then, after locating such a message, another electronic message is sent, including both a reply to the query and an advertisement related to the topic of interest to which the query is directed. The electronic message may be sent directly to the originator of the query, or may be sent so as to make the message available to other potential advertisement recipients. Moreover, the reply to the query may include an answer to the query, or may simply direct a recipient to where an answer may be obtained.